

The Star-Gazette

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ROTARY CLUB IN ANNUAL CHRISTMAS SUPPER AND 'MEET' WITH B. R. O. PETER

At St. Stanislaus College, Wednesday Night—Other Guests In Addition to Rotarians.

Bro. Peter, president of St. Stanislaus College, was host Wednesday evening to the Bay St. Louis Rotary Club members and a number of invited guests. It was the annual Christmas get-together, which has continued for the past several years, and anticipated by the club as one of the outstanding of many features that characterizes its activities the year 'round.

The Rotary Club is thusly honored each year and it is hardly necessary to say how appreciated is this graciously gesture coming from one so thoughtful and princely. An invitation to this occasion is prized, and the attendance gave evidence of a full roll call of Rotarians and personal friends that are generally asked to this event.

The supper was one of wild game. Here the college chef sustained the reputation of the college kitchen. It was but fitting that Chef Walter Ohlmeier, at the conclusion of the banquet, be called and given a citation for the selection of menu and excellence of cooking.

Among the speakers of the evening, called upon by the chair, were Mayor Chas. Traub, Sr., E. J. Gex, Marchmont Schwartz and Bro. Peter.

The Rotary guest speaker for the evening was Rev. Father Leo F. Fehey, of Bay St. Louis, who read a number of letters to Santa Claus, signed respectively by certain members of the Rotary Club and others. These were uproariously funny and created repeated laughter.

Mr. Gex paid tribute to the popularity and success of Bro. Peter and St. Stanislaus College, saying that the success of S. S. C. and Bay St. Louis were identical and that both worked for the success of one another.

Bro. Peter expressed his appreciation and voiced the fact, as he stated, that both the college and city and vicinity worked as a unit for the reason of the general hearty co-operation. That no success in any appreciable degree would result if it were not for this response he had received on every occasion and at all times.

Marchmont Schwartz, national figure of the gridiron, from Notre Dame, said he was mighty glad to be in Bay St. Louis; that he would rather be at home and know him than be anywhere else and longest than out on the west coast, as per original plan. And with a twinkling of the eye, he said he welcomed the verdict of an examining physician that laid him off the New Year game and sent him home.

Chairman of the Rotary Club, during the course of the opening address, stressed on fellowship; that it was not only the watchword and the spirit of the Rotary Club but of the present time, for fellowship in the end meant peace and happiness.

There were many minor remarks at random from time to time that brought forth much mirth and applause, and after a two-hour's meet, the gathering adjourned and another Rotary Club meeting had been recorded not only in the minutes, but on the indelible pages of memory.

In addition to the regular routine business, a resolution was adopted recognizing Mrs. John N. Stewart's community Christmas tree, (held that afternoon) and giving her a vote of thanks and appreciation, stamping her as not only a good citizen, aggressive and progressive, but one whose charity knew no bounds. The vote was unanimous and the secretary was instructed to inform Mrs. Stewart of the resolution by letter.

Some forty or more guests enjoyed the hospitality of Bro. Peter and faculty.

CHRISTMAS TREE CONTEST IS ON AND ENTRIES ARE FILED

Outdoor Tree Contest Interest—Chamber of Commerce Sponsors Affair

The Mississippi Power outdoor Christmas tree contest is one and since this prize-giving affair is sponsored by the Bay St. Louis Chamber of Commerce, a number of entries have already been filed with Mrs. M. Juden, secretary.

The rules are simple. The tree must be outdoors. No indoors tree will be considered. Size has nothing to do with merit. All entries must be filed with Chamber of Commerce. No tree not entered will be considered. The committee to judge is a secret one this year. And the trees will be judged one night next week, no later than Wednesday night.

The prize, donated by the Mississippi Power Company, is a set of electric appliances and will be considered. In addition to this the first prize will be a second honorary mention.

The winner will receive certificate from Chamber of Commerce. This presented to the Mississippi Power Company will be all necessary to receive the prize.

In addition to this the first prize will be a second honorary mention.

BASKETS GIVEN TO THE POOR

Bro. Peter, Assisted by Local Organizations, Sends Out Well-Filled Baskets.

Thursday morning one hundred and fifty well-filled baskets went out from St. Stanislaus College to the poor and needy families of Bay St. Louis and vicinity, this community basket distribution taking place of Bro. Peter's annual Christmas tree.

This basket distribution was not only made possible through the efforts and activities of Bro. Peter and friends who contributed the money, but also through the co-operation of members of St. Margaret's Daughters and King's Daughters and Sons of Bay St. Louis.

Of the number of baskets that first went out the original number was 150. Since then quite an additional number has been prepared and sent out. The city lent its trucks and drivers to the cause who made the deliveries.

Each basket is well and substantially filled, containing in the main one pound of coffee, sugar, rice, spaghetti, two articles of canned goods, including milk, one four-pound of roast meat and one double loaf of bread. The baskets contain sufficient provisions not only for Christmas day but possibly for a day or two more.

Since Mrs. John N. Stewart gave the tree benefit to the community, Bro. Peter, as he states, in order not to conflict, then decided, with a mutual understanding with Mrs. Stewart, to give baskets exclusively, although the Christmas tree. Although the distribution of baskets is in progress while this article is written, the number will easily run to two hundred and possibly over. No one will be omitted, said Bro. Peter. We wish to remember every family in need; we wish to forget none. We wish to make the distribution as well as perfect as possible.

The ladies and gentlemen assisting are tireless in their work.

GULF COAST PECAN INDUSTRY ATTRACTS NATIONAL ATTENTION

Local Orchardist Pays Taxes In Detroit With Pecans—To Get Change Back.

An interesting story of the revival of Barter is told by the Hattiesburg American, with distant communities participating. A farmer in Mississippi, a tax collector in Michigan were the parties involved. The best of pecans, the crop this year being large, are selling in our neighboring State for 15 and 18 cents a pound. Lorenz Sauer, Jr., of Ocean Springs, has a fine grove of pecan trees. He owns two houses in Detroit. Mr. Sauer has been affected by the depression. He hasn't the ready money that he had in the days of the Coolidge bull market when even bootblacks were writing checks on the banks. But he had to pay his taxes on the Michigan property or lose it.

It occurred to him that he might pay them with luscious Mississippi pecans. Anyhow the idea was worth trying out. So he shipped seven sacks of his finest, costaining about 500 pounds and asked the Detroit tax collector if he wouldn't accept them in payment of the taxes and return him the balance in coin of the realm if there was anything left over. The Detroit collector was game. He estimated that the 500 pounds at 30 cents a pound would cover the bill. His estimate wasn't wrong. For the pecans, worth 15 cents here, sold for 30 cents in Detroit, in a day, and not only liquidated Mr. Sauer's bill, but leaves him to hope that he will get back a check for \$15, the excess of what the pecans brought over the amount of the bill.

That is a lesson for Mississippians and Louisianians as well, who not only have a surplus of pecans, but other products. Pecans are among the most valuable products raised in Mississippi and Louisiana. They can be sold as readily as cotton and bring better prices in the North than in the South. Pack them right and they can be quickly sold.

If the depression continues Mississippi and Louisianians might profitably consider what Mr. Sauer accomplished if they haven't other currency, of offering their products in exchange for what they need from other communities.—N. O. States.

DEATH OF FORMER BAY RESIDENT IS NOTED IN ALABAMA

Mulford Joyner, Resident at McLeod, For Twenty-Five Years, Passes Away at Fairhope.

The death of Mulford Joyner, at his home at Fairhope, Ala., last Sunday morning at 10:45 o'clock, aged 82 years, is noted with regret, even though the deceased had long ago passed the allotted biblical limit. The funeral took place Monday at Daphne cemetery, 5 miles north of Fairhope, with Mrs. A. J. McLeod, Mr. George T. Herlihy and Norton Haas, of the Bay-Waveland section, attending. Mr. Joyner is survived by his wife and two sons, C. I. Joyner and John Joyner. He was no stranger to the people of this section. A resident of the village of McLeod, 11 miles from Bay St. Louis, on the Bay-Kiln road, for over a period of twenty-five years, where he was stiller for the McLeod Turpentine Company, and during which time his son, C. I. Joyner, was superintendent.

Mr. Joyner moved to his new home in Alabama during the year 1925, where he has ever since resided in the peace and happiness of the evening of life, living with his beloved ones. His passing will be noted with general regret. He was well known in the Kiln section of Hancock county, his long years of residence serving as time for the forming of many acquaintances and the welding of many a friendship.

Mr. Joyner's son, C. I., is a son-in-law of the late A. J. McLeod, and also of Mrs. McLeod, who as above stated, attended the funeral.

Marchmont Schwartz Arrives Home From Notre Dame for Holidays

Marchmont Schwartz, of Bay St. Louis, reached home Monday evening on the first coast train, accompanied by his parents, who had met him that morning in New Orleans on his arrival direct from Notre Dame, and his visit home is to spend the holidays with his parents, his grandmother, Mrs. Remy Klock, who has been his great inspiration, and his younger brother, "Billy" Schwartz, who, too, will go to Notre Dame and make the front pages of the country's newspapers as his big brother.

Schwartz is home for the holidays. This means exclusively to him. He is glad to be back, with those he loves best, and with those who know him best. He was to have played at San Francisco on New Year's Day, but a former injury on the gridiron cautioned him not to. Hence, as a result, there is much rejoicing at home, and of these, none the least is Marchmont.

This is his last year at Notre Dame. He will graduate at the end of the session. In the study hall he has scored. On the country's gridiron he has triumphed. He will embark on the sea of life fitted, and under favorable auspices. That he will make good it is already a foregone conclusion.

Talented, scholarly, gentlemanly, his future is assured.

Hancock Co. Legion Received Citation For Community Service

It is quite a distinction for an organization to receive a citation for community service, and all the more attractive when the citation is of such value and appearance as that which was received this week by the Hancock County Legion.

Addressed to Commander Laurent Dickson, the large envelope conveyed a citation, which reads in part: "Community Service Citation. The National American Commission of the American Legion."

"For worthwhile and outstanding service... From October 9, 1930 to August 21, 1931, specified in the annual community service and Post activity report."

Signed by Ralph T. O'Neal, national commissioner, and by Russell Cook, National director, American Legion.

This is in recognition of the active and splendid work inaugurated and carried out by the Hancock county Post, which from time to time has been in part reported in these columns, the local Post sponsoring and carrying out more public and private projects than the public ordinarily knows. The organization of the local boy scout troop this year was sponsored by the Legion. These and other things have made our Bay Post a most enviable record and it is but well fitting that such national recognition should be forthcoming.

County Legion Post Has Usual Outdoor Christmas Tree

In keeping with the spirit of the times, Clement R. Bontemps Post, Hancock County American Legion, has "planted" a large outdoor Christmas tree on the beach boulevard, corner Court street, in order to add its share to the general quota of Christmas spirit. The tree is large and well decorated and attracts much attention and admiration.

BAY DIST. CATHOLICS HOLD MEET

Bay St. Louis District National Council Catholic Women Hold Meeting At Waveland.

The Bay St. Louis district of the National Council of Catholic Women met at the school house in Waveland Friday afternoon for the December assembly and despite the heavy rains, about 40 were in attendance, there being representatives from the four units, Long Beach, Pass Christian, Bay St. Louis and Waveland, composing the Bay St. Louis district. The new president, Mrs. Ed. Carrere, presided, and announced chairman for standing committees as follows: Mrs. J. C. Clancy, Long each, publicity; Miss Elsa Mauffray, Bay St. Louis, organization; Miss May Abbley, Pass Christian, activities; Mrs. J. L. Nix, Waveland, hospitality. These chairmen are to name the personnel of their committees from the four units. Various committees reported much activity during the past month especially in relief work and announced Christmas plans for their respective works.

Announcement was made that beginning with January the official magazine of the organization will be named the Catholic Action, and it is planned at each meeting to select certain articles from the magazine for discussion, a plan put into execution Friday for the first time. Mrs. M. L. Van Cloostere of Long Beach was named to lead this program discussion at the next meeting which is to be held in Bay St. Louis, January 29 at St. Joseph's Academy.

Reports were made of the different activities of the past month especially on relief work which went to prove that none of the units have been idle. Mrs. John A. Green is head of the publicity committee for the Bay unit. The meeting opened with a prayer by Rev. A. J. Gmelch, pastor at Bay St. Louis and closed with a benediction by Rev. M. J. Costello, pastor at Waveland.

After the meeting a social period was observed during which the hostess unit served Christmas cake and punch.

OFFICERS ELECTED BY W. O. W.

Joseph V. Bontemps and Others Again Elected to Control Destinies of Local Camp

At an annual meeting and election of Cedar Grove Camp, No. 507, Woodmen of the World, held at the local Woodmen Hall this week, Joseph V. Bontemps as counsel commander and others were again elected to serve for the new year. So well had the officers of the present year served that it was voted as fitting to re-elect the entire roster of officials, which follows:

Past Counsel Commander, Daniel R. Fayard. Counsel Commander Jos. V. Bontemps.

Adjutant Lieut. F. Quintini. Banker H. D. Ziegler. Clerk, Thos. J. Conway. Escort, John F. Buehler. Watchman, Paul E. Fayard. Sentry, Gaspar Maurigi.

Physician, Dr. C. L. Horton. Auditors of Camp, P. J. Boudin, Andrew Buchler, A. Loiacono. Janitor of Hall John Ploue.

Installation of officers elected will take place during the early part of January and will be followed by a spaghetti supper at "Fabacher's Restaurant," located at Maurigi's in Main street, and to which every member is invited, as per announcement.

The Echo noted with interest that the local Woodmen have been holding their own remarkably well, despite the depression. It is said that the Camp has voted no appropriation to any public Christmas tree or basket distribution but that it would distribute its own baskets to the needy and when and where requested. That if a member were in distress just now and unable to pay his dues, saving the insurance, that the Camp, would also pay these as a Christmas present.

The Camp also wishes to thank the public for extending their recent endorsement for all favors of the past year, and to extend the wishes of the Camp to the public for a Merry Christmas and Happy New Year. These expressions are officially voiced for the Camp by Counsel Commander Joseph V. Bontemps and Clerk Thomas J. Conway.

The Bay St. Louis Woodmen is one of the oldest and more successful of organizations in Bay St. Louis and a successful year has about ended the wish for renewed success is here voiced.

BAY MACCABEES ELECT OFFICERS FOR NEW YEAR

Tom Machado To Head Organization—District Manager D. V. Cochran Present

The Bay St. Louis Tent of Maccabees held its annual election Tuesday night and an initiation of two candidates at a meeting to which had been invited both men and women members from Bay St. Louis and Gulfport. The W. O. W. hall was filled to capacity. The degree team from the Gulfport Tent presented the initiatory work. About 35 motored from Gulfport for the meeting.

The election of officers resulted as follows: Tom Machado, commander; Peter Boudin, lieutenant commander; John Damborino, chaplain; Thomas Woodcock, record keeper; Galen Shidler, sergeant; Herman Fayard, master at arms; Thomas Damborino, first master of guards; Lucien Favre, second master of guards; H. T. Fayard, Jr., picket. O. M. Villere was elected trustee. There are three trustees, one elected each year. Peter Boudin, who served as commander last year and who automatically became past commander, was elected to an active office and next year Fed Fayard, immediate past commander will serve actively as past commander.

D. V. Cochran of Gulfport, district manager of the Maccabees, presided at the meeting. Following the business meeting a special social period was held during which refreshments of cold drinks, sandwiches and cake were served.

Bay St. Louis Maccabees are live and progressive and is one of the oldest organizations here, both fraternal and benevolent institution that has dispensed much of the spirit and good for which it stands.

The new year promises well and the order will continue along its lines of successful endeavors under the new heads.

Interior of Home On Pass Beach Is Tastefully Decorated

The interior of the home of Miss L. C. Del Bondio, on the West Beach, at Pass Christian, is decorated throughout in a most masterly manner, combining all the color and beauty symbolic of the Christmas tide.

In addition to a number of potted flaming poinsettias, the interior is decorated with a heavy foliage of holly, holly-bearing, and from deep bunches and cloisters are intermingled a number of multi-colored incandescent lights. Great, wide bands of red ribbon are tied here and there, fastening the holly in position. This treatment is extended into the living room but extends throughout the entire interior.

This work was directed by Miss Del Bondio and Miss Marie Bertrand who had their workers to carry out under their plans and direction.

The Del Bondio home is easily the home of the Christmas spirit, cheer and color, and to cap the climax, in the den is a Christmas tree that seemingly the Christmas fairies must have conspired in dreamland to evolve so marvelous a result, really a "thing of joy and beauty forever."

Hundreds of friends of both Miss Del Bondio and Miss Bertrand are handsomely remembered annually, and their vast charity extending along the entire coast and both in New Orleans and Mobile is well known. These good and thoughtful women are twice blessed.

BAY ST. LOUIS YOUTH RECEIVES RECOGNITION OF ABILITY

Oglethorpe University, Ga., Dec. 15.—William D. Hays, Jr., Bay St. Louis, Miss., and Reed Craven, Atlanta, were elected co-editors of The Stormy Petrel, Oglethorpe University student weekly, today. Craven and Hays are students in the school of literature and journalism; Craven is a junior, Hays, a sophomore.

Both were associate editors of the paper this year, previous to their election to the editorship.

William D. Hays, graduate of Bay St. Louis High School, and capable young son of Mr. and Mrs. W. D. Hays of South Beach Boulevard, arrived home Saturday night to spend the holidays at home.

John Ladner Gains Release Under Bond For Alleged Assault

John L. V. Ladner, 18-year-old resident of the Vidalia community, who is alleged to have made a knife assault with intent to kill upon his first cousin, Nolan Ladner, 19, of the same community earlier this week, has been released under bond for appearance at the January term of county court at Gulfport.

John Ladner is at the hospital in Gulfport recovering from a serious wound in the neck said to have been inflicted by the defendant when the two engaged in a fight as the culmination of a family feud of long standing.

MANY CHILDREN MADE HAPPY BY COMMUNITY CHRISTMAS TREE GIFTS

Mrs. John N. Stewart, Seeking The Happiness of Children At This Season, Entertains at The Answer Premises Wednesday Afternoon, Regardless of Color or Creed

LEGION POST IS MINDFUL

Clement R. Bontemps Post Remembers Poor and Needy With Well-Filled Baskets.

Some thirty-five or more well-filled baskets went out from K. C. Hall Christmas eve morning to poor and needy families of Bay St. Louis and vicinity. In addition there were also 100 well-filled stockings given to needy and deserving children.

These were the gifts and Christmas gesture of Clement R. Bontemps Post, American Legion, of which Laurent Dickson is commander, and also of the Legion Auxiliary of ladies.

The funds for the generous charity were realized principally within the ranks of the local post, soliciting no funds nor asking for any assistance. Local merchants, however, sold certain articles at practically cost, thus assisting.

Every basket was well and substantially filled. There were no turkey or other expensive and rare delicacies that required much money and which would prove of only too limited a benefit. In the main there was a liberal portion of roast of meat, accessories for the Xmas dinner and a bountiful supply of groceries.

This distribution was strictly that of the Legion and Auxiliary, paid for by the members and distributed strictly by the organization.

The filled stockings were to make glad the hearts of the children into whose homes the baskets went.

Bay St. Louis Banks Show Evidence of the Happy Xmas Season

Both Bay St. Louis banks interior show a generous touch of the Christmas spirit and the public appreciates such display that warms the heart and kindles all the more touch of the blessed and joyous season at hand.

Holly, mistletoe with many berries entwined with the green, predominates within the Hancock County Bank. On every side, in tasty profusion the holly is held in position, and across the entrance of the bank interior are the letters "Merry Christmas." Other touches of decorations here and there are effective, giving that warm and cordial spirit which is so welcome.

A large Christmas tree of holly, berry-laden, forms the unusual but attractive center decoration of the Merchants Bank Trust Company. The tree is lighted by night and sheds a soft and ingratiating glow to all passersby by night.

With our banks the season is a happy one, joyous and prosperous. Both institutions have had a prosperous year, and the thousands of dollars that have been paid out by both banks in Christmas savings has helped in untold measure to make this time of the year one of added happiness.

The interior decorations of both banks is an indication of the bright side of things and this evidence of satisfaction is warmly received at it has cordially given.

Hotel Association Asks Relief From 18th Amendment

Little Rock, Ark., Dec. 19.—A resolution was adopted unanimously by the Arkansas Hotel Men's Association in convention at Little Rock, Ark., this week, appealing to Congress and the president for relief from the hardships and hazards forced upon hotel operators by the eighteenth amendment to the constitution of the United States and by legislation adopted for its enforcement.

Sponsors of the resolution said it sought to have hotel operators relieved of responsibility for prohibition violations in hotels.

The resolution, submitted to various state associations by the American Hotel Association, has been passed by those in Missouri, Oklahoma, Kansas, Tennessee and Louisiana. The Pennsylvania Association has voted for repeal of the eighteenth amendment, it was said here.

GENERAL LAUNDRY HAS ADVERTISEMENT

General Laundry has a display advertisement in The Echo that attracts attention and trade, the management says their Bay St. Louis business has increased because of this publicity and the good quality of work turned out. The General Laundry does all the King's Daughters Hospital work free of charge, which is quite commendable.

Anywhere from one thousand to twelve hundred children were made happy as humanly possible Wednesday afternoon at a community Christmas tree for the children of this section, regardless of creed or color, thanks for which is due the generosity and thoughtfulness of Mrs. John N. Stewart, of New Orleans and Bay St. Louis.

It was an outstanding gesture of kindness. Mrs. Stewart, very modest about the gift to the poor children of the community, shirking from any and all publicity, seemingly spared nothing. There was an abundance of toys, substantial and attractive.

To each child was given its quota of toys, candy and fruit, then there was a loaf of bread for each one in addition to an American flag. Each child left rejoicing with its gifts, the loaf of bread for that night or the next day's meal, and as an inspiration to patriotism an American flag. Blessed be such thoughtful and wonderful mind and heart that worked with such willing hands.

The outdoor tree was large and well decorated, shedding its color and beauty of Christmas spirit. Two Santa Claus characters were represented by George R. Rea, of the Merchants Bank & Trust Company, and C. C. McDonald, local merchant and general citizen of the community. Chief of Police A. E. Sauter kept order, with the assistance of a number of gentlemen and ladies who helped to serve. Mayor Traub was also present.

Bro. Peter, president St. Stanislaus College, was master of ceremonies and the afternoon's entertainment took place without a hitch or flaw.

This Christmas tree took the place of Bro. Peter's annual entertainment of the kind, and in turn, he took charge of another splendid charity and consideration, that of sending out baskets to the poor and needy families of the community.

The beautiful tree will remain in the open and has been entered in the outdoor tree contest.

BILL CUNNINGHAM PUTS FRONT PAGE PACE INTO DRAMA

Noted Newspaper Writer Creates New Story For Screen.

Packed with everything that makes film entertainment, from laughter to tears, "Consolation Marriage" comes to the A. & G. Theater, Sunday and Monday nights.

The highly dramatic, realistic story of the lives of folk who make "second-choice" marriages is an RKO-Radio Pictures production, interestingly staged and directed by a splendid cast. Heading the cast roster are Irene Dunn of "Cimarron" fame, Pat O'Brien, John Halliday, Matt Moore, Lester Vail and Myrna Loy.

Author Gives Views Bill Cunningham, author of the story says:

"Probably no one element of human life drama enters into the experience of so many adults as consolation marriage, or at least temptation to make consolation marriages or that gnawing doubt as to whether, after all, one's own marriage wasn't purely of the consolation variety.

"You love somebody. You are disappointed. You need somebody else. They, too, may have been disappointed. Or perhaps your love is first love to him, vital romantic love. Either way, what a field for dramatic happenings, for fine human deeds, and for dark ones too—for intrigue and sportmanship, for dealing with all the qualities that make life fascinating."

Noted News Writer Cunningham, a successful newspaper man, took advantage of every possibility. Humphrey Pearson, who adapted the story and wrote the dialogue, enhanced and colored the drama, and under Paul Sloane's colorful direction it emerged the big talkie hit the critics are hailing.

Woman's Missionary Society Elects Officers For New Year

At the December meeting of the Woman's Missionary Society, entertained by Mrs. Lillie Leonard, the following officers were elected for the ensuing year: Mrs. J. C. Buckley, president; Mrs. C. M. Shipp, vice president; Mrs. S. D. Siler, co. secretary; Mrs. E. S. Drake, recording secretary; Mrs. Chas. Mitchell, treas.; Mrs. J. A. Evans, asst. treas. and chairman of local work; agent for Missionary Voice; Mrs. O. E. Heiman, Young Peoples' Work; Mrs. Porter Barnes.

The program topic was "Peace," discussed by Mrs. C. C. McDonald.

At conclusion of meeting, delicious refreshments were served.

The Sea Coast Echo

ECHO BLDG.
Fortieth Year of Publication.

Chas. G. Moreau, Editor and Publisher

Official Journal Hancock County
Official Journal City of Bay St. Louis.

Member National Editorial Association.
Member State Press Association.

Subscription Terms, \$2.00 Per Annum
Always in Advance

Entered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.

INCREASING BUSINESS

INCREASING business in the face of depression is like swimming upstream. It requires greater effort to make progress but the good swimmer forges upward just the same.

Anybody can merchandise when sales flow easily and everybody is buying, but it takes a real business man to push his wares in times like these.

Bay St. Louis merchants might get an idea from the aggressive department stores of New York City. Newspapers there report substantial gains in department store advertising in November, 1931, as compared with November of last year.

The New York Times on one Sunday in November published 291 columns of department store advertising, the largest volume ever published in a single issue of any New York newspaper. For the entire month, this paper reported a record-breaking volume of department store advertising.

Other New York newspapers tell of new "all-time high" records.

From other cities one hears of astounding success through proper advertising at this time.

It takes the same kind of courage to be a merchandising leader in Bay St. Louis as it does in New York, or in any other large city. In proportion, the same opportunity exists for swimming upstream through this temporary period of depression.

The New York department stores used newspaper advertising in taking advantage of their opportunities. Local merchants will not be making a mistake in following their example.

HE SEIZED OPPORTUNITY

ONE reads of the death of a man of fifty-eight years, who came to the United States as an immigrant at the age of twenty-eight. Opening a small restaurant, he prospered and, at his death, was the head of a chain cafeteria system from which he made a fortune.

The experience of this Russian youth can be duplicated thousands of times throughout the country and evidences the opportunities that exist for men who are willing to do real work.

There are opportunities today, in spite of depression, despondency and discouragement, which may be seized by the right man. Such success as that mentioned above, however, is rarely achieved by the average man without a life-time devotion to business duties and ceaseless attention to the details of operation.

That some men do not take advantage of them is explained by the unwillingness of the average citizen to become a slave, even in the hope of acquiring a fortune. Rather, our young people sit and dream of easily acquired competencies which seldom materialize.

IS IT FATE?

HUMAN beings are prone to ponder what they call "fate." Certainly, there are occurrences in life, hard to explain by anything except the vagary of chance.

Illustrating this are two news items which recently appeared in the same column of a metropolitan daily. One told of a grocer, fatally injured by falling upon the pavement of a football stadium. The other described a building cleaner, calmly puffing a cigarette after falling fourteen stories. He landed upon a coil of rope and physicians said he would recover.

By this time of the year all forward looking plans for 1932 ought to be made.

You may not believe it, but a town or city is judged largely by its newspaper.

Whenever you give a worker an incentive for extra effort he does his task a little faster.

The trouble with most easy spenders is the fact that they are not such easy makers of money.

Let's hope that Santa Claus will be able to visit every little boy and girl in Hancock County.

Ideal business conditions would mean that sending a bill and getting your money were synonymous.

Every hamlet in the nation brags about its climate; so its about time for us to talk about another asset.

Merchants who quit advertising are like doctors who stop giving medicine when the patient gets sick.

Judging from the remarks of the politicians of both parties neither has a program worth adopting at this time.

Most people could make money if they knew how to work and what to do; in other words, intelligence in industry pays.

The problem confronting the United States and France is how to enable the rest of the world to trade and pay in gold, when they have no gold.

It is not too late to buy Christmas seals—if you have already mailed your packages the money will fight tuberculosis just the same.

Christmas

WHILE we feel sure the Christmas spirit will take care of itself down into the hearts of every reader and every citizen who per chance might not be a reader, it is not amiss to say a few words here about Christmas in its broadest and most accepted significance.

The season of joy, fellowship and general rejoicing in its last analysis, after all that has been said and done, only brings to an end another year, and on the threshold of another twelve-month period it is well to dwell awhile on the subject.

The world, and that includes this very local section, is receptive for a change of the order of things. The past two years have been fraught with apprehension, fear and caution has abided with every action; we have seemingly felt as if we were clutched by the throat and for a while, or, possibly at times, it seemed the battle would be futile. This attitude has largely been responsible for much of the down spirit that has pervaded, and on the threshold of the new year, while there is no purpose to sermonize, it might be well to turn our faces to the new year, to the new light and let the blessedness of the new dawn serve as new hope and new courage.

Business cannot be made to exist where there is no room for more. We cannot expand our stocks and supplies where there is a dearth of customers, for, as it has been well said, we must avoid the pitfalls that await those who would venture too deeply into the waters.

But let us work for a better community, for a better order of things. For a better fellowship and if not for a bigger Bay St. Louis just now for a better order of things. Fellowship is the magic of life. It is the turning point to better things. It is the sesame that will open the door for that place we are seeking.

From this a better value of things will result. Our intrinsic values will enhance and at the end that "prosperity" we are wont to talk about and so much in quest, will have gradually entered our everyday beings and doing.

In wishing our readers a Merry Christmas, we wish them, too, not only plenty as their share of this world's goods, but that blessing of peace so essential to genuine happiness.

Advertising in The Sea Coast Echo generally admitted to be a good method of stimulating sales in good times, ought to be able to shake the buyers loose in any times.

WAVELAND IS PROGRESSIVE

BAY ST. LOUIS' sister city to the south, Waveland is advertising elsewhere in this newspaper the sale of twenty-five thousand dollars worth of improvement bonds, monies realized from this sale to be appropriated to the hard-surfacing of certain streets over that town.

Waveland's financial stability is such as to hold no regard for hard times—depression or whatever one may wish to term the vagaries of the present time. Waveland is in a class of its own, so to speak. The administration is progressive, pays as it goes and has money in the treasury at all times.

The bonds are a sound investment and no doubt there will be more than one applicant for the debentures on the evening of Tuesday, January 5, 1932, when sealed bids will be opened.

In this connection it might also be stated Waveland is advertising for material and asking for contractors to bid for the work. While the fact is not advertised, it is nevertheless true, that the Board of Mayor and Aldermen has made it a provision of the bid that only home-labor be employed; that none from away may seek work. It is claimed that many people who would labor on this project are tax-payers, and that it is but just the money should remain at home. This might be practiced to advantage by other towns. We are too prone, under the guise of the "cheapest bidder" of sending our money away from home—never to return again.

Waveland's enterprise is to be commended and Mayor Schwartz and his official associates to be congratulated on the success of their administration.

There are any number of smart thinkers who can tell you what is the matter with the world's trade today, but what puzzles the innocent bystander is the fact that no two of them agree.

A BENEFICENT SPIRIT.

THE task told in the news columns of The Sea Coast Echo last week where a lady had solicited from the community old and cast-away toys and repainted and reconditioned same to make them as good as new, is a story of more than ordinary interest.

It tells of thought and a spirit of unselfishness, laboring alone day after day, unassisted in the work of rebuilding and recoloring toys that possibly had long remained put away in some garret or some other out-of-the-way place; that belonged yesterday to some Little Boy Blue, and through the bigness and goodness of the heart of Mrs. Margery Nye Acker, would again bring new and added joys to hearts that otherwise would look upon Christmas as a day of despair and agonizing memory. Perhaps this outflow of generosity and consideration to the children has no parallel in the country. Perhaps no where else is there a similar story.

The reconditioned toys numbered in the hundreds. Mrs. Acker donned the Santa garb on Christmas Eve and visited many homes, distributing the toys personally, while another blessed man and his wife gave the use of the truck that was necessary to make the round of the homes, where the news had possibly been spread that Santa Claus had been shot to death.

An article in N. O. Times-Picayune Sunday sums up the number of auto accidents during the year about ended at 38,000, and says the prime cause of these is excessive speed in driving. This mania includes Bay St. Louis as well as every other section of the United States, regardless of size.

VIEWS OF OUR NEWS

By Chicagoan

A Review of the News of Last Week's Echo.

CHICAGO, ILL., Dec. 22.—This is just about the shortest day in the year, in the matter of daylight hours. It seems still shorter to those who have left their Christmas shopping to the last minute. But to the children these last days before Christmas pass slowly enough. Well, everybody has so many important things on their minds that few of them will read this column at all. Others will never glance beyond this paragraph. So now to do what I should have done when more of you had time to read. I wish you all a most MERRY CHRISTMAS!

That the Christmas spirit was much in evidence at the last Rotary luncheon is plainly indicated in the Echo's account of the gathering of the members of that patriotic organization. C. McDonald, in his interesting talk, told of the good will toward men shown by the neighbor Rotarians of Picayune on the occasion of the joint meeting held in that place the previous week. Of practical value too was Mr. McDonald's report of the visit to the Hill Crest Dairy farm which is the only dairy in Mississippi supplying certified milk in quantity. The Echo makes note of the fact that this model dairy is located in the county adjoining that in that this model dairy is located and that therefore much inspiration should be derived from it by local dairymen and merchants. Joseph O. Mauffray, the next programmed speaker at the Rotary luncheon, confined his talk to subject close at hand, the necessity of remembering the less fortunate in Bay St. Louis and its vicinity. It was but natural that while dwelling on the subject of Christmas that the mind of the speaker went back to the holidays of other years. And that there may be fortunate in being able to listen to those interesting reminiscences and the comparison of them with present times, for thus they were afforded material for much future thought.

One would expect the Sea Coast Echo to express itself as it did regarding the future of local Chamber of Commerce in its issue of last week. The fine record made in the past by this organization does not go unmentioned, but in writing his editorial Mr. Moreau had his eyes on the future of Bay St. Louis, a future which depends to no small extent on the efficiency of its Chamber of Commerce. In the desire to cut expenses to the core, there may have been a member of the Chamber, here and there, who has considered letting his dues lapse, despite the fact that they are lower than those in most like civic bodies and that the \$10 thus spent is perhaps the best community investment he can make. But I'm sure the last of the potential back sliders will rally again to the stirring words of last week's editorial, the last of which I herewith repeat.

To forego the Chamber of Commerce would be a black eye to this city and vicinity. It would be an absolute surrender. It would be giving up the ship. It would mean, we sink and we perish. But such will NOT be the case.

Among the tasks which the Chamber of Commerce has before it during the coming year is the campaign to make the much talked of short cut, a reality. In his clearly written article of last week, Fred Cumbs pointed out the value of his improvement in dollars and cents. He made note of the fact that the savings by thousands of motorists to travel toward Corpus Christi for a number of years. Anyway, the work of the Chamber of Commerce will do in this regard and in securing the location of the Old Spanish Trail through Bay St. Louis as advocated by the Echo. The Echo will be worth far more than the membership fee asked of the progressive citizens of the community.

The Christmas Tree figures prominently in America's observance of the season of good cheer. Of course, Germany has her "Tannenbaum," England, France and some other countries utilize the beauty of the tree, but there are Christian countries in which the green products are ignored at Christmas time. To make doubly certain that the Bay-Waveland district decorates itself with an abundance of Christmas trees, the Mississippi Power Company has offered a prize of the value of \$10 to the best of the Christmas tree displayed. A most significant feature of this contest, to me, is the fact that the trees must be placed out of doors, thus allowing their beauty to be shared by all who pass the streets of the town. When the children and grown-ups too, feast their eyes on those wonderful sights they will not be willing to trade them for the holiday symbols of any other land.

It's one thing for a section of the country to have a wonderful

Hancock County Insurance Agency

FIRE
TORNADO
AUTOMOBILE
LIFE

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care of Your Needs

A. A. Seafide, S. L. Engman, Agents.

Phone 108, Hancock County Bank

CASUALTY
BONDS
FIDELITY
JUDICIARY

LETTERS FROM THE PEOPLE

LIKES EDITORIAL.

New Orleans, La., Dec. 21, 1931.
Editor Sea Coast Echo:—

I wish to compliment you and commend your paper for the splendid editorial which appeared in the last issue regarding the Bay St. Louis Chamber of Commerce. Your point was well taken, and I, as a property holder in Bay St. Louis, would not wish to own anything in a town that had no chamber of commerce. It would be an indication that the town is not worthy of the residents and that citizens were indifferent even unto that point which concerns their own interests.

I know of no town where the Chamber of Commerce dues is only \$10.00 per annum, less than \$1.00 per month, and it must indeed be a poor citizen or a poor business man or woman who could not see the value of investing that small amount of cash, returns considered.

Too often, Mr. Editor, in a spell of so-called retrenchment, we cut off those things that are best to our interest, just because it requires a little outlay of ready cash. This is false economy. I am glad to note that both the city council and board of supervisors help support the C. of C. and I do hope for 1932 the general membership would increase.

While I do not believe in the spirit of boycott, but I for one, would not be inclined to patronize a store keeper or business man who was not identified with the local chamber of commerce. This one thing above all.

Thanking you for so splendid an article, and the spirit of progressive-ness that marks your paper week after week, I remain, for the advancement of the Bay and its Chamber of Commerce,

Very truly yours,
BAY PROPERTY OWNER.

Bay St. Louis, Miss., Dec. 21, 1931.
Editor Sea Coast Echo:—

Relative to your article in your December 18th issue in regards to the O. S. Trail being rerouted, I wish to say there are a lot of people who love to drive through a free-open country and not on a road where there are restrictions. A great many people have spoken to me relative to the short cut. I am one who favors this short cut, but you know as well as I that when you are going somewhere you want to go there and not drag along. As one would have to do when they travel through small towns and narrow streets. Hancock county is the only county that has the O. S. Trail in the right place. Our summer people come over to relax and have a good time. How can they when they must drive through a 2x4 alley, with cars parked on both sides. Must say my nose actually perspired when the short cut is completed. I don't think this short cut will be of much benefit to Bay St. Louis or Waveland as it will be only an hour or a little more to reach gay old New Orleans. The short cut will drive them to make grand Old Whoopie, there will be out of the picture sure enough. I have learned through business experience there is very little made from people who pass through. I am still for the short cut, but let it come through Logtown. Travelers love to drive through woods.

With best wishes for the Holidays.
Sincerely your friend,
A. C. BROWN.

Unrepentant
Jean had been naughty and had been sent into the den to think things over. After a while she came out all smiles and said, "I and I prayed."

"Fine!" said her mother. "That will help you to be good."

"Oh, I didn't ask God to help me to be good," said the child. "I just told him to help you put up with me."

—Parents' Magazine.

Such A Kind Heart
Beggar, Madam! I haven't seen a piece of meat for weeks.

Housewife—Mary, show this poor man a couple of lamb chops.—Boston Transcript.

winter climate; and it's another to have facilities to allow many visitors the privilege of enjoying that climate. The Coast country has both, so the announcement of the opening of its famous hotels, informs the world. The Coast will get its share of winter vacationists from Chicago. I often hear it remarked that you have a climate much nicer than that afforded in more tropical regions where the change is almost too pronounced for the visitor unless he intends to remain the whole season. Then the distance from Chicago, compared to the mileage necessary to reach other places, greatly assists the Coast in becoming known as the natural vacation land for Chicagoans.

CHICAGOAN.

AN INSTITUTION THAT IS A CONSTRUCTIVE FORCE IN THE COMMUNITY.

Peoples Bldg. & Loan Ass'n.

MASONIC TEMPLE
Bay St. Louis, Miss.



An easy and effective way to save and have. Installment shares payable monthly on which the Association pays a dividend twice a year. A good way to start to build or buy a home. Save by monthly installment and later we lend the balance of money necessary.

Installment stock 60c per month.

PAID UP STOCK \$100 PER SHARE

Ask About This Plan

J. A. BREATH, Secretary.

CHAS. G. MOREAU, Pres't. F. H. EGLOFF, V.-Pres't. GEO. R. REA, Treas.

CURRENT COMMENT

ALTHOUGH there has been no formal vote on the matter, it seems certain that the Senate will not lend its approval to the cancellation of the war debts. The President's Message has been read to both the Senate and the House. It emphasized necessity for universal disarmament, and pointed out that the economic depression in this country was a reflection from abroad, rather than the result of speculation or other unwise conduct within our own borders. Relief measures were discussed. Recommendations regarding banking, national development, and many vital matters, were made. The paper concluded by stating that, although legislation must be directed largely to meet emergencies, no emergency could justify a departure from the sound principles of government. Among other points in the message, some members question the President's views on the war debt moratorium, and it has been suggested that the message might have had more to say about prohibition. The House is considering a change in its rules, with a view of expediting the transaction of its business. The Republicans jab the Democrats for not getting down to work, and the latter reply that it is better to be slow and sure than speedy and sorry. Mr. Garner declines the use of the speaker's motor car, on the ground that its upkeep costs \$5,000 per year, and that he favors government economy. Some believe that this is no more than a little political diplomacy, but it is certain about there is no guile or error in Mr. Garner's statement that it does not take an automobile to make an office dignified. A Representative suggests that since a number of European nations have sent delegates to Washington to talk over money matters, President von Hindenburg might be invited here to give the country first-hand information regarding the German economic situation.

Things are not so dark as they seem. Only ten radio announcers, out of about three thousand applications, were approved and turned loose to wear the listening ear.

A forgotten leader in the welfare against municipal corruption proves that he is far from being dead, when he writes from his retirement that there are plenty of charges, but not of the kind that can go in a cannon.

A notorious bootlegger and racketeer, finally snared by the law of the land, thinks that he has been put twice in jeopardy for the same offense, his plea indicates that to the other things charged against him, may be added the statement that he is not a good sportsman.

A prominent jurist laments the prevalence of perjury. If false swearing is done as frequently as he says, perhaps the framers of laws and codes are somewhat to blame. Oaths are made part of the most trivial documents. The result has been that the oath, instead of lending dignity to what is essentially trivial, has been reduced to the low level of the document to which it is attached. In many instances referring to a paper requires less consideration than stating the age of an animal in a horse trade. If the sanctity of the oath is to be restored, one means to that end is to do away with the familiarity that breeds contempt.

Contrary to popular opinion droughts do not depend entirely upon the amount of rain that falls, according to the Weather Bureau. Drying winds and high temperatures, and the manner in which rain is distributed, are also factors. Since 1890, the country has had about a half-dozen bad dry spells. The drought of 1930 was the worst.

Out of forty-five thousand stores subjected to examination, something like a thousand were found to be giving short weight, and the shortage was due, in most cases, to defects in worn-out scales. The merchant who deliberately defrauds his customers through underweight, has practically disappeared. His passing was brought about mainly by rigid laws governing the inspection of scales, but the practice of putting up commodities in sealed packages at the place of manufacture has had a good deal to do with it also. Most of the merchandise used in the home can now be obtained in a form which gives no opportunity for shading off on weight. Package goods block the crooked merchant, and the honest merchant, who is one of the large majority, is relieved from the burden of an unjust competition.

Secretary Mellon is in favor of a general boost in income taxes and the man of small income is given increased opportunity to contribute to the upkeep of the nation. The Democrats are working out their plan. Until they have a plan, it will be entirely safe to withhold approval of the Administration's schedule. After a definite Democratic program has been announced Secretary Mellon's scheme will become a curiosity.

Street Corner Version.

The Sunday school lesson had to do with certain expressions in the Bible.

"What does 'Selah' mean?" the teacher asked a freckle-faced youngster.

The boy replied, "I asked me big brother and he said it means 'Do you get me?'"

To Be Precise

Uncle—I hope, my boy, that you believe in Santa Claus.
Little Waldo—Only as an institution, Uncle; not as an entity.—Boston Transcript.



sluggish feeling

NEXT time you are out of fix as the result of irregular or faulty bowel movement, try Thedford's Black-Draught for the refreshing relief it gives thousands of people who take it.

Mr. E. W. Cecil, a construction superintendent in Pulaski, Va., says: "When I get constipated, my head aches, and I have that dull, tired feeling—just not equal to my work. I don't feel hungry and I know that I need something to cleanse my system, so I take Black-Draught. We have found it a great help."

Sold in 25-cent packages.

Thedford's

BLACK-DRAUGHT

WOMEN who are run-down, or suffer from every ailment, should take Col. C. C. Thedford's Black-Draught. It is used for over 50 years.

CHRISTMAS AT WHITE HOUSE TO BE OF MOST UNIQUE OBSERVANCE

Children Will Bring Toys to Kiddy Party—To Be Given Away to Poor Children—President Will Push Button To Light Nation's Tree.

All through the White House is a definite stir of coming Christmas—a merry Christmas, but one just a little different from others President and Mrs. Hoover have known in the executive mansion.

For one thing, they plan to save money on some things. But a definite account of the economy will be kept and all that is saved and more will be given to the needy.

Of course there will be Christmas trees, holly wreaths, candles and parties galore. The two Hoover sons, a daughter-in-law and two of the grandchildren will come from California to be present.

But the first party of all will set the keynote. Invitations have been sent to more than five score children in the names of the grandchildren, Peggy Ann and Herbert Hoover, 3rd, better known as "Peter," to come to the White House two days before Christmas. The invitations read:

"This is not like the Christmas parties you usually go to, where you get lots of toys and presents to take home and very many good things to eat.

But it is a party where you bring toys and warm gay sweaters or candy, or things other children would like who otherwise would not have much Christmas.

"For Santa Claus has sent word that he is not going to be able to take care of all the little boys and girls he wants to this year and he has asked other people to help him as much as possible. So if you will bring some presents with you we will send them all to him to distribute."

On Christmas Eve there will be the annual gathering of the Hoover grandchildren with the children of cabinet members, White House aides and their wives.

Here there will be a huge Christmas tree and presents for everyone. Lawrence Richey, one of the president's secretaries, usually enacts the role of Santa Claus coming down the chimney.

It is at this party, too, that the beautiful candle light parade upstairs and down through the darkened White House usually is held.

Earlier on Christmas Eve the president has arranged to press a button that will light the nation's community Christmas tree, set in a little park next to the White House. Simultaneously boy scout buglers will blow star flare will be set up to emulate the star of Bethlehem.

After the children's party Christmas Eve there will be an informal party for the grown-ups. Other such gatherings probably will be held Christmas day and night. And during the following holiday week there probably will be a White House dance for the youngest of the Hoover boys, Allan, who is working in a Los Angeles bank. Invitations to this event are among the most sought after of all by the capital's younger social set.

In between these events the Hoovers will have their own family gatherings, with the president and the first lady enjoying the company of Herbert Hoover, Jr., his wife, Peggy Ann and Peter, and Allan. The youngest grandchild, Joan, is not making the trip east.

Former Bay St. Louis Resident Dies At Home Of Handsboro Relative

The recent death is noted of Alice Ingraham Lyman, 87 years old, widow of Colonel W. R. Lyman, former president of the New Orleans Cotton Exchange, at Handsboro at the home of her niece, Mrs. W. L. Wallace, with whom she had resided for some time past, after a residence of several years with her husband at their own home at the corner of Citizen and Third streets, and was well known locally.

She was born in Philadelphia. Her father was Colonel Alfred Ingraham and her mother was Elizabeth Meade, sister of General George Meade and Admiral Richard Meade.

The body was taken to Philadelphia, accompanied by W. L. Wallace, who attended to the burial in that city.

She was a devoted Christian, and a member of the Episcopal church. She was a devoted mother and a devoted wife.

She was a devoted mother and a devoted wife. She was a devoted mother and a devoted wife.

She was a devoted mother and a devoted wife. She was a devoted mother and a devoted wife.

She was a devoted mother and a devoted wife. She was a devoted mother and a devoted wife.

She was a devoted mother and a devoted wife. She was a devoted mother and a devoted wife.

She was a devoted mother and a devoted wife. She was a devoted mother and a devoted wife.

RUSH TO SOUTHERN RESORTS FORESEEN FOR WINTER SEASON

Chicago, Dec. 11.—If you're going to Sunshine Land this winter, you'll have plenty of company.

With the Southland season opening at Christmas, steam lines serving Florida and the Gulf Coast reported that reservations and inquiries have been as heavy as last season and, in some instances, heavier. The exodus already has started to California and the arid southwest.

More than ever before have railroads gone in, this season, for all expense trips. They touch every winter port of pleasure.

Reservations have been heavy on such tours to New Orleans, Biloxi, Gulfport, Cuba and Florida resorts. The first tours will leave around the holidays. Fares, too, have been cut on such trips.

For the first time Chicago Motor club officials said, tourists can motor to Florida on an all hard surface highway, and all but 200 miles to the California coast.

One of the largest of gulf coast hotels has made more reservations at its Chicago office than in any other reopening period.

And the resorts are ready. Train crews have kept an eye open for the passenger departments. One conductor, ending his Southland run said shopkeepers in St. Petersburg, Florida, had prepared for a heavy winter trade.

"Considering the times," one railroad official said, "business is the most remarkable we've ever had."

Schwartz Has Been Playing All Year With Spine Injury

Evanston, Ill., Dec. 18.—Marchmont Schwartz, Notre Dame's All-American halfback, has been playing all season with an injured spine, it became known today, when he was forced to decline an invitation to play at San Francisco New Year's Day.

Schwartz injured his spine before the start of the 1931 season and did not start practice with the rest of the team. The injury partially healed, however, he joined the squad and played in every one of its nine games.

The pounding he took in the losing games with Southern California and Army caused a recurrence of the injury.

IF WE WERE WISE.

If we were wise, with gifts of myrrh, Frankincense, gold, for Him and Her, Our feet would fare to Bethlehem, At Christmas-tide, in quest of Them.

If we were wise, our eyes could see, The star that shines for you and me, And by its light, our hearts could find The Holy Child of human kind.

If we were wise, we should not need Across the seas and sands, to speed; Above each cradle in our land, A guiding star would shine stand.

If we were wise, then, face to face, An infant Christ at every place Would wait our gifts of gold and love While hosts of angels sang above.

If we were wise, the humblest cot Would be for us a sacred spot, A blessed shrine for pensive knees, Like Bethlehem beyond the seas.

If we were wise, each mother mild Beside the cradle of her child, Would wear a halo just as bright As Mary wore that mystic night.

If we were wise, our hearts would pray That God would lead us, day by day, To recognize in those who need, Himself, the Christ, the living creed.

If we were wise, this Christmas-tide, With singing souls, we would provide For every want on every hand In every nook in every land.

If we were wise, this earth would be A giant, candle Christmas tree, With gifts for all and Christmas cheer, Enough to last the live-long year.

DAVID E. GUYTON, Blue Mountain, Miss.

JUST A HINT

I send, transmit, consign, convey Mail, post, address to you This poem, stanza, carol, lay Which herewith you may view.

See, look at, glimpse, peruse and con And thus, perhaps, you will find Learn, guess, discover, come upon Just what I have in mind.

This celebration, concept, thought, Is really very clear, Plain, obvious, distinctly wrought, And thus it will appear.

Be manifest, made evident What this is all about, And with what purpose, plain, intent This card is going out.

It offers, tenders, helps, express Love, friendship, admiration, Regard, affection, tenderness, Fervor and adulation.

Oh! were it not for smallness This card it might be hinted, To send more expression for love Than the Sea Coast Echo ever printed.

MELVIN JOHNSTON

IN MISSISSIPPI

By EDGAR S. WILSON

Quite an honor was paid Senator Pat Harrison of Mississippi at the opening of congress when he was designated as the head of the senate group to work with a similar committee of the house in mapping out the policies and program of the Democrats through the coming congress. The idea was originated with Senator Harrison that such a committee would be useful, since the Democrats control the house and for practical purposes, control the senate. The committee will seek to iron out all difficulties, harmonize action and present a united front in its program in this congress.

It is a strong committee, composed of such men in addition to Senator Harrison, as Senators Robinson of Arkansas, Walsh of Montana, Pittman of Nevada, Walsh of Massachusetts, Glass of Virginia, Bulkley of Ohio, Wagner of New York, Hull of Tennessee, and Barkley of Kentucky, representing the senate, and Representatives Garner, speaker of the House; Rainey, Illinois; Byrns, Tennessee; Cullen, New York; Crisp, Georgia; Bankhead, Alabama; Taylor Colorado; Drewry, Virginia; Sandlin, Louisiana, and Greenwood of Indiana, comprising the house members.

Senator Harrison is considered as being ably qualified to fill such a position because of his keen political judgment, his great understanding of major problems confronting the country and his gift for handling situations.

The Mississippi veteran, the official journal of the Mississippi department of the American Legion, discussing game and fish, says that "for five years the American Legion had urged the passage of a game law that will provide for the restocking of forest and streams. Under the present system another five years and a pack of bird dogs will be required to find a covey of quail and a 100-foot seine to catch a fish."

"Panola, county, five years ago a sportsman's paradise, is now apparently faced with a game shortage. Many other counties will do well to take an inventory of its wildlife resources. Every citizen in the state should back the legion bill for the establishment of a conservation commission. The legion has no axe to grind. It only seeks to serve the state."

The Choctaw Plaindealer says that farming for profit in 1932 is the slogan that the tillers of the soil in Choctaw county have laid down, and that the citizens of the county should give the project a boost. The Plaindealer says: "It means prosperity and independence for our citizenship."

Under the caption of "Farm Board," the Kosciusko Star-Herald says that investigation shows "there is approximately a deficit of a hundred and eighty million dollars. This in addition to the five hundred million approximated, seems to foot up a total expenditure of near seven hundred million, or almost a billion dollars. These figures are staggering, and a committee of congress is trying to find out where the money went. One big leak seems to have been in the payment of big salaries to different members of the board. One official alone receiving seventy-five thousand dollars a year, other members of the board receiving salaries proportionately large. Of course this was helping the farmers with a vengeance."

There is a saying abroad that at the election the first Tuesday after the first Monday in November, 1932, the American people are going to change the name of the present incumbent of the White House to "Hoobert Hervey," or "some stuff like that," as Andy would say. Hoover's administration seems to have not only immeasurably displeased the Democracy of the country, but failed to please members of his own party.

Retained the Epithets

"Has your husband given up golf?" "Yes, all but the words."—Passing Show.

See That Hump

Town modiste's child (seeing a snail on the walk)—Look, Mummy, a slug with a hump.—Punch.

PAINS QUIT COMING

"When I was a girl, I suffered periodically with terrible pains in my back and sides. Often I would bend almost double with the intense pain. This would last for hours and I could get no relief."

"I tried almost everything that was recommended to me, but found nothing that would help until I began taking Cardui. My mother thought it would be good for me, so she got a bottle of Cardui and started me taking it. I soon improved. The bad spells quit coming. I was soon in normal health."

Mrs. Jewel Harris, Washburn, Texas.

SOLD AT ALL DRUG STORES

CARDUI

Helps Women to Health

Take Cardui Regularly for Constipation, Headaches, and All Women's Ailments.

THE JUNG HOTEL

Eighteen Stories of Modern Hotel Luxury.

700 Rooms 700 Baths, 700 Servitors.

700 Ice Water Faucets, 700 Electric Ceiling Fans.

The only Hotel in New Orleans that has all of these conveniences in every room, without exception. Largest Free Parking Grounds in the South.

RATES \$2.50 and \$3.00

"You can live better at the Jung for less"

Special Commission

CITY OF MILWAUKEE ECONOMY AND SUCCESS HAS MAY FOLLOWERS

Other Towns Over Country Are Contesting For Like Showing—Fine Incentive

Albany, Ga., Dec. 22.—Officials of this southwest Georgia city figure it to be one up on Milwaukee, Wis., on the plus side of the municipal ledger. Milwaukee reported it had paid all current expenses, established an amortization fund to care for bonded indebtedness and accumulated a bank balance of approximately \$4,000,000. That balance, the Albany officials have estimated, would mean about \$6.67 per capita on a basis of 600,000 population for the Wisconsin metropolis.

Albany, they claim, has a bank balance of approximately \$8.80 per capita for its 15,000 inhabitants. The Georgia city in five years has retired \$128,000 in outstanding notes, built up a cash balance of \$32,000, accumulated a \$100,000 sinking fund and, in addition, reduced its tax rate 25.6 per cent during the five-year period, the officials said. All bonded indebtedness will be retired under the sinking fund which is being kept up to date.

Like Milwaukee's governing authorities, Albany's officials said they had used no magic formula, but merely practiced rigid economy and given close attention to municipal expenditures.

NOTICE TO BIDDERS.

Notice is hereby given that the Town of Waveland, Mississippi, will receive sealed bids up to Seven O'clock P. M., January 5th, 1932, for constructing certain roads and highways in the Town of Waveland on certain streets as follows:

On Waveland Avenue from the Louisville & Nashville Railroad Company's Depot to the Beach.

On Railroad Avenue from the Louisville & Nashville Railroad Company's Depot to Coleman Avenue.

On Coleman Avenue from Bourgeois Street to Jeff Davis Avenue.

On Jeff Davis Avenue from Coleman Avenue to Nicholson Avenue.

On Nicholson Avenue from Jeff Davis Avenue to the Beach.

Bids will be received for all kinds and character of surface treatment and hard surfacing on said Streets, and the Bidder shall file with their bid, specifications of their material, and prices as to the thickness and treatment of surface treatment, and the thickness, kind and character of hard surfacing.

Bids shall include the necessary excavation on Waveland Avenue, not exceeding 350 cubic yards, and bidders are to bid for the excavation at so much per cubic yard.

The hard surfacing mentioned herein should not be construed to mean concrete, as no concrete is contemplated.

Bids shall also include approximately 1900 feet of concrete curb 4 inches by 12 inches, to be placed on Waveland Avenue.

The surface treatment on the Streets above named shall be 18 feet wide, with the exception of Waveland Avenue from the Louisville & Nashville Railroad Company's Depot to the Beach, and Coleman Avenue from Bourgeois Street to Railroad Avenue, which shall be twenty-four (24) feet wide.

All bidders shall file a bidders bond, or certified check on Bay St. Louis Bank for not less than ten per cent (10%) of the estimated bid.

The successful bidder will be required to furnish a surety bond for the full amount of the contract.

The Board of Mayor and Aldermen specially reserves the right to reject any and all bids.

All bids and communications with reference to this work shall be addressed to George T. Herlihy, Secretary of the Town of Waveland, Mississippi.

GEORGE T. HERLIHY, Secretary of the Town of Waveland.

MONDAY, THE 11TH DAY OF JANUARY, A. D. 1931,

offer for sale and will sell at public auction to the highest and best bidder for cash at the front door of the Court House in the Town of Bay St. Louis, Hancock County, Mississippi, within legal hours for such sale, the following described lands situated in Hancock County, Mississippi, to-wit:

The West Half W 1/2 of the North West Quarter (NW 1/4) of Section Eight (8) Township Seven (7) South of Range Fifteen (15) West.

I will convey only such title as is vested in me as such Trustee, which is believed to be good.

Witness my signature, this 7th day of December, A. D. 1931.

T. W. DAVIS, Trustee.

COMMISSIONER'S SALE OF LAND

By virtue of the authority conferred on me by a decree of the Chancery Court of Hancock County, Mississippi, rendered on the 10th day of September, 1931, in cause No. 3407 on the docket of said court, wherein I. H. Brown is complainant and Z. W. Lee is defendant, the undersigned Special Commissioner will on,

MONDAY, THE 4TH DAY OF JANUARY, 1932,

the same being the first Monday in said month, within lawful hours, sell at public outcry to the highest bidder for cash at the front door of the court house of said county, the undivided one-half interest of the defendant, Z. W. Lee, in the following described land, situated in the said County of Hancock, to-wit:

The 2 1/2 % of the SE 1/4, and the SW 1/4, of the SE 1/4 of Section 22; all in Township 5, South Range 15 West.

Said sale will be made in accordance with the terms of said decree and for the purpose of paying the amount decreed therein to said complainant.

Given under my hand this 9th day of December, A. D. 1931.

A. G. FAVRE, Special Commissioner.

MAUFFRAY'S The Store of Christmas

GIFT SPECIALS

Thousands will read this Advertisement

It will pay to Shop Here For Xmas.

AN UNUSUAL DISPLAY

CHRISTMAS SHOPPING THIS SEASON IS AN ADDED PLEASURE, BECAUSE OF THE SUBTRACTED PRICES. EVERYTHING IN THE WAY OF GIFTS FOR MEN, WOMEN AND CHILDREN IS HERE, BUT AT PRICES THAT REALLY PROVE THAT THERE IS A SANTA CLAUS. COME IN AND BRING THE CHILDREN.

GIFTS

We have striven to make our store headquarters for Xmas Gifts and to that end the public will agree that we have succeeded. New Goods and variety will aid you in making selections.

LAMPS

Our stock of gift lamps is appealing and all reasonably priced. Never such stock of fancy electric lamps have ever been displayed here. An inexpensive table lamp is always an acceptable gift.

A BAZAAR OF PRETTY THINGS AT PRETTY LOW PRICES.

Jos. O. Mauffray

On The Beach. Bay St. Louis, Miss.

NOTICE OF TRUSTEE'S SALE OF LAND UNDER DEED OF TRUST.

Whereas, on the 16th day of October, 1928, Ed Springer and Nettie Springer executed and delivered unto T. W. Davis, as Trustee, a deed of trust for the use and benefit of the Edward Hines Yellow Pine Trustees, of Chicago, Illinois, on lands hereinafter described, to secure an indebtedness therein mentioned, which said deed of trust is recorded in the office of the Clerk of the Chancery Court of Hancock County, Mississippi, in Land Mortgage Record Book, Volume 24, at pages 126, 127 and 128, and;

Whereas, default has been made in the performance of the conditions of the said deed of trust, and the Edward Hines Yellow Pine Trustees has declared the entire debt fully due and payable, and default remaining, and the indebtedness remaining unpaid, said Edward Hines Yellow Pine Trustees has requested me as Trustee to foreclose the deed of trust and make sale of the lands therein conveyed.

Therefore, notice is hereby given that I, T. W. Davis, the undersigned trustee, will on,

MONDAY, THE 11TH DAY OF JANUARY, A. D. 1931,

offer for sale and will sell at public auction to the highest and best bidder for cash at the front door of the Court House in the Town of Bay St. Louis, Hancock County, Mississippi, within legal hours for such sale, the following described lands situated in Hancock County, Mississippi, to-wit:

The West Half W 1/2 of the North West Quarter (NW 1/4) of Section Eight (8) Township Seven (7) South of Range Fifteen (15) West.

I will convey only such title as is vested in me as such Trustee, which is believed to be good.

Witness my signature, this 7th day of December, A. D. 1931.

T. W. DAVIS, Trustee.

COMMISSIONER'S SALE OF LAND

By virtue of the authority conferred on me by a decree of the Chancery Court of Hancock County, Mississippi, rendered on the 10th day of September, 1931, in cause No. 3407 on the docket of said court, wherein I. H. Brown is complainant and Z. W. Lee is defendant, the undersigned Special Commissioner will on,

MONDAY, THE 4TH DAY OF JANUARY, 1932,

the same being the first Monday in said month, within lawful hours, sell at public outcry to the highest bidder for cash at the front door of the court house of said county, the undivided one-half interest of the defendant, Z. W. Lee, in the following described land, situated in the said County of Hancock, to-wit:

The 2 1/2 % of the SE 1/4, and the SW 1/4, of the SE 1/4 of Section 22; all in Township 5, South Range 15 West.

Said sale will be made in accordance with the terms of said decree and for the purpose of paying the amount decreed therein to said complainant.

Given under my hand this 9th day of December, A. D. 1931.

A. G. FAVRE, Special Commissioner.

NOTICE TO BIDDERS.

Notice is hereby given that the Town of Waveland will receive sealed bids for the following material:

Sand clay Gravel per ton and/or per cubic yard.

Oyster shells per barrel and/or per ton.

Key shell per barrel and/or per ton.

Slag per ton and/or per cubic yard.

F. O. B. cars and/or on Town Streets.

All bids to be filed with the Secretary of the said Town before Seven Thirty P. M., Tuesday, January 5th, 1932.

The Board reserves the right to reject any and all bids.

The successful bidder will be required to furnish bond in a sum equal to the total amount of the bid.

GEORGE T. HERLIHY, Secretary of the Town of Waveland.

LEGAL NOTICE

"Notice is hereby given that the Town of Waveland, Mississippi, will offer for sale and sell to the highest and best bidder, Twenty-five Thousand Dollars (\$25,000.00) of its street improvement bonds to mature, Five Hundred Dollars (\$500.00) for the first two years, then Three Thousand Dollars for four years, then Four Thousand Dollars for three years."

"Bids are requested on bonds bearing interest at five per cent, five and one-half per cent, and six per cent."

"All bids to be accompanied by certified check of Two Thousand Five Hundred Dollars (\$2,500.00)."

"The bonds to be validated by the Town of Waveland, and the cost of validation to be paid by the said Town. The bonds to be in the denomination of Five Hundred Dollars (\$500.00) as per resolution on file."

"The Board of Mayor and Aldermen reserves the right to reject any and all bids."

"All bids must be filed with the City Secretary on or before the 5th day of January, 1932 at 7:30 o'clock P. M."

GEORGE T. HERLIHY, Secretary, Town of Waveland, Miss.

CHANCERY SUMMONS

THE STATE OF MISSISSIPPI.

To Howard R. Symmons.

You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the 2nd Monday of January, A. D. 1932, to defend the suit No. 3460 in said Court of Anita Symmons, wherein you are a Defendant.

This 10th day of December, A. D. 1931.

(SEAL) A. G. FAVRE, Clerk.

CHANCERY SUMMONS

THE STATE OF MISSISSIPPI.

To Dozier Brackett.

You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the 2nd Monday of January, A. D. 1932, to defend the suit No. 3454 in said Court of Carrie Brackett, wherein you are a Defendant.

This 23rd day of November, A. D. 1931.

